Health Care Reform Coordinating Council

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Final Report and Recommendations

January 1, 2011

Anthony G. Brown, Lt. Governor

John M. Colmers, Secretary
Department of Health and Mental Hygiene

PROGRESS ON

RECOMMENDATIONS

July 11, 1011

Five Categories:
Sixteen Recommendations

➢ **Health Benefit Exchange and Insurance Market**

Public Health
Prevent. Promote. Protect.

Health Disparities

➢ **Health Care Delivery and Payment Reform**

➢ **Public Health, Safety Net, and Special Populations**

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➢ **Communications/Outreach and Leadership/Oversight**

➢ **Workforce Development**

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# Health Benefit Exchange and Insurance Market

Recommendations

#1 Establish structure and governance of Exchange.
#2 Develop seamless entry into coverage.
#15 Preserve Maryland's strong base of employer-sponsored insurance.

Progress

✓ Health Benefit Exchange Act of 2011
✓ Innovator grant award and Establishment grant application
✓ DHMH and DHR collaboration on IT infrastructure development

Health Care Delivery and Payment Reform
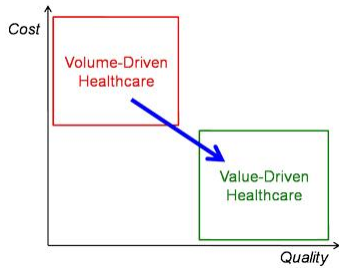
Recommendations

#12 Achieve cost savings and quality improvements through payment reform and innovation in health care delivery models.

#13 Promote improved access to primary care.

#14 Achieve reduction and elimination of health disparities through exploration of financial, performance-based incentives and other
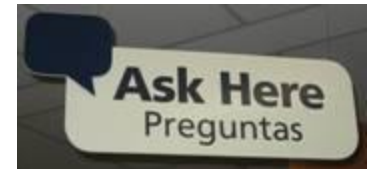strategies.

Progress

✓ Council's new Health Care Delivery and Payment Reform Subcommittee
✓ Health Quality and Cost Council
✓ New HQCC Health Disparities Workgroup

Public Health, Safety Net, and Special Populations

Recommendations

#4 Develop state and local strategic plans to achieve improved health outcomes.

#5 Encourage active participation of safety net providers in health reform and new insurance options.

#6 Improve coordination of behavioral health and somatic services.

#7 Incorporate strategies to promote access to high quality care for special populations.

Progress

- ✓ State Health Improvement Plan
- ✓ Senate Bill 514/House Bill 450 - Community Health Resources Commission Technical Assistance
- ✓ Senate Bill 419/House Bill 709 - Health Officers - Authority to Enter into Contracts or Agreements for Delivery of Health Care Services

Ask Here
Preguntas

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Workforce Development

Recommendations

#8 Institute comprehensive workforce development planning.

#9 Promote and support education and training to expand
Maryland's health care workforce pipeline.

#10 Explore improvements in professional licensing and
administrative policies and processes.

#11 Explore changes in Maryland's health care workforce liability policies.

Progress

✓ Governor's Workforce Investment Board Planning Grant
✓ Attorney General's exploration of liability policy demonstration grant

Leadership/Oversight and Communications/Outreach

Recommendations

#3 Develop centralized education and outreach strategy.

#16 Ensure continued leadership and oversight of health care reform implementation, with locus of authority in a new Governor's Office of Health Care Reform.

Progress

- ✓ HCRCC extension and expansion under 2011 Executive Order
- ✓ Establishment of Governor's Office of Health Care Reform

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Communications and Outreach

GOALS

❖ **Reduce number of uninsured Marylanders**

❖ **Help people understand health care reform and how it affects them**

Health Care Reform
AND YOU
Patient Information

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GUIDING PRINCIPLES

❑ ***Don't reinvent or duplicate the wheel*** *-* leverage existing education and outreach efforts and resources

❑ ***Reach people where they are***, *e.g.*, homes, doctors' offices, workplaces, places of worship, schools, entertainment venues

❑ ***Use multiples means of communication****, e.g.* Speakers' Bureau, earned media, internet, social media, printed materials

❑ ***Convey simple and consistent message***, with substance keeping pace with evolution of reform

❑ ***Ensure culturally competent communication strategy*** to reach racial and ethnic minorities and special, hard-to-reach populations

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INITIAL STEPS

➢ Create public-private coalition to leverage existing resources and collaborate in development of communications strategy

➢ Utilize Robert Wood Johnson Foundation technical assistance to assist in formulation of communications strategy

➢ Use RWJF grant funds to hire communications professional

➢ Revamp health care reform-related websites

➢ Build Speakers' Bureau

➢ Develop message templates

Website Concept: Central point of access

HEALTH CARE REFORM

FIND OUT:

What's going on in Maryland. How it affects you. How you can participate.

Dear Marylanders:

Few things are as important to you and your family as your health. We are fortunate in Maryland to have some of the finest hospitals and health care providers in the world, and we have expanded coverage in recent years to make health care accessible to more adults and children. Yet we have much more to do. Too many Marylanders remain uninsured, the cost of health care is too high, and we are not as healthy as we should be and can be.

For these reasons, we have embraced the challenges and opportunities of health care reform to achieve our shared goal of providing quality health care to everyone at an affordable and sustainable cost. Since the day after President Obama signed the Affordable Care Act, we have made steady progress, working with all stakeholders to implement the new law in a way that works best for Maryland. Our Health Care Reform Coordinating Council, made up of executive and legislative branch leaders, has provided a blueprint for our efforts, and we have begun to meet its objectives. . . . .

. . . Thank you for your interest. We look forward to working with everyone – consumers, patients, employers, insurance carriers and producers, doctors, hospitals, and other health care providers – to implement health care reform as effectively as possible. Together, we can achieve its promise – a healthier Maryland for our children to inherit.

Martin O'Malley
Governor

Anthony G. Brown
Lieutenant Governor

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Public-Private Coalition

PURPOSE
Collaboration to build Speakers Bureau, develop culturally competent message templates, leverage resources, and coordinate efforts among public and private stakeholders

Steering Committee
Solicitation of interest over next 30 days; meetings begin in August